



WTIC-TV

ORDER

Print Date 10/10/12

Page 1 of 2

Flight Dates 10/08/12-10/14/12

Contract / Revision 396943 - 2

Original Date / Revision
10/10/12 10/10/12

Advertiser Murphy/D/Sen/CT

Agency Message & Media

Buying Contact

100 Albany Street #130
New Brunswick, NJ 08901Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

CHRIS MURPHY CONGRES

Agency Com 15%

Billing Contact

100 Albany Street #130
New Brunswick, NJ 08901

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06364852

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 13% Market Value 304807

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	37%	112778
4WVIT	22%	67057
5WTNH	28%	85346
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	52	\$33,681.25	\$39,625.00	0.00	10/01/12	10/14/12	52	\$33,681.25	\$39,625.00
Totals	52	\$33,681.25	\$39,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/08/12	10/12/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$275.00		0.00			
E 2	61	10/08/12	10/12/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$275.00		0.00			
E 3	61	10/08/12	10/12/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$175.00		0.00			
E 4	61	10/08/12	10/12/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	\$300.00	01	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$300.00		0.00			
E 5	61	10/08/12	10/12/12		CM	10p-11p	MTWTF--	:30	7	\$1,400.00	01	0.00	NM	7	\$9,800.00

Contract / Revision 396943- 2 Flight Dates 10/08/12-10/14/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **CHRIS MURPHY CONGRES** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F News at Ten												
				News at Ten												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--		7			\$1,400.00		0.00					
6	61	10/13/12	10/13/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$900.00	01	0.00	NM	1	\$900.00	
				Sa 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1-		1			\$900.00		0.00					
E 7	61	10/08/12	10/12/12	M-F News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$375.00	01	0.00	NM	5	\$1,875.00	
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--		5			\$375.00		0.00					
E 8	61	10/08/12	10/12/12	M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00	
				M-F 1p-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--		5			\$175.00		0.00					
E 9	61	10/08/12	10/12/12	M-F 5p-6p	CM	5p-6p	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00	
				M-F 5p-6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--		5			\$200.00		0.00					
E 10	61	10/14/12	10/14/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00	
				Su 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1		1			\$1,200.00		0.00					
E 11	61	10/14/12	10/14/12	NFL on FOX Late	CM	4p-730p	-----1	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00	
				Giants:Sun 4p-730p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1		1			\$8,500.00		0.00					
E 12	61	10/14/12	10/14/12	NFL Post Game	CM	730p-8p	-----1	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00	
				Post Game												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1		1			\$2,500.00		0.00					
E 13	61	10/08/12	10/12/12	M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$950.00	01	0.00	NM	4	\$3,800.00	
				M-F 730p-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--		5			\$950.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	61	10/08/12-10/14/12		M-F 730p-8p		730p-8p		MTWThF----	:30	(\$950.00)	0.00	NM				
Credited																
E 14	61	10/09/12	10/12/12	M-F 730p-8p	CM	730p-8p	-TW-F--	:30	1	\$950.00	01	0.00	NM	1	\$950.00	
				M-F 730p-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-TW-F--		1			\$950.00		0.00					
N 15	61	10/11/12	10/11/12	Weekday Access	CM	7p-8p	---1---	:30	1	\$3,100.00	01	0.00	NM	1	\$3,100.00	
				Senatorial Debate												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---1---		1			\$3,100.00		0.00					
														Totals	52	\$39,625.00